

WHAT IS CLAIMED IS:

1. 1. A method for converting DVD content into a project suitable to be delivered via a
2. network, said method comprising the steps of:
3. extracting contents of a DVD into information files and video object files;
4. translating said extracted information files into XML format;
5. transcoding said extracted video object files from variable bit rate format to
6. constant bit rate format; and
7. bundling said translated and transcoded files into the project.
1. 2. The method as claimed in claim 1, further comprising the step of:
2. decrypting data stored on the DVD.
1. 3. The method as claimed in claim 1, further comprising the step of:
2. associating the project with a target user interface.
1. 4. The method as claimed in claim 1, further comprising the step of:
2. importing the project to associate the project with existing menu frames.
1. 5. The method as claimed in claim 1, further comprising the step of:
2. pruning at least one feature from the project.
1. 6. The method as claimed in claim 5, wherein the at least one feature is any of
2. presenting the DVD content in a widescreen version, presenting the DVD content
3. in multiple languages, a widescreen chapter index, a sub-picture, and bonus
4. content.
1. 7. The method as claimed in claim 1, further comprising the step of:
2. editing said project in order to add at least one feature which is to be delivered via
3. the network.

- 1 8. The method as claimed in claim 7, wherein the feature is at least one of
- 2 navigation optimization, a tie in to an on-demand portal, key-mapping, button
- 3 highlighting, intra-menu navigation, inter-menu navigation, DVD disc merge.
- 4
- 1 9. The method as claimed in claim 7, wherein the feature is displaying one or more
- 2 brands or advertisements.
- 3
- 1 10. The method as claimed in claim 9, wherein the one or more advertisements
- 2 comprise an offer to be presented upon pause of the DVD content.
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- 1 11. The method as claimed in claim 9, wherein the one or more advertisements
- 2 comprise an offer to be presented upon exiting the DVD content.
- 1 12. The method as claimed in claim 9, wherein the one or more advertisements
- 2 comprise an offer for merchandise or to view additional content.
- 1 13. The method as claimed in claim 7, wherein the feature is compatibility with a
- 2 network operator or content provider.
- 1 15. The method as claimed in claim 1, further comprising the step of:
- 2 displaying the converted content in an emulated set-top box environment.
- 1 16. The method as claimed in claim 1, further comprising the step of:
- 2 validating the video quality of the project.

1 17. A system for converting DVD content into content compatible to be viewed via a
2 network, said system comprising:

3 an extractor module for extracting the contents of the DVD into information files
4 and video object files;
5 a translator module for converting the information files into XML files, said
6 translator module being communicably coupled to said extractor module;
7 a transcoder module for converting the video object files from variable bit rate
8 format to constant bit rate format, said transcoder module being
9 communicably coupled to said extractor module; and
10 a bundler module for packaging the translated files and the transcoded files into a
11 project.

1 18. The system as claimed in claim 17, further comprising a decrypter module for
2 decrypting the data stored on the DVD, said decrypter module being communicably coupled to
3 said extractor module.

1 19. The system as claimed in claim 17, further comprising a name resolver module
2 for mapping transcoded files to the XML files, said name resolver module being communicably
3 coupled to said translator module.